



**Islamic Republic Of Afghanistan
Kabul Municipality**



SOCIAL MEDIA POLICY

DEPARTMENT OF PUBLICATIONS

H.E Mohammad Yonus Nawandesh

Mayor Signature:_____



Islamic Republic Of Afghanistan Kabul Municipality



1. Purpose and Objective:

This policy governs the publication of and commentary on social media by employees of Kabul Municipality and its related Offices ("Districts"). For the purpose of this policy, social media means any facility for online publication and commentary, including without limitation blogs, wiki's, social networking sites such as Facebook, LinkedIn, Twitter, Flickr, and YouTube. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and the internet.

2. Scope:

This policy applies to all staff of Kabul Municipality.

3. Policy:

3.1 General Policy Guidelines. This policy applies to all uses of social media, including personal, by Kabul Municipality employees who are involved with the community, as their position with Kabul Municipality would be well known within the community. Publication and commentary on social media carries similar obligations to any other kind of publication or commentary. All uses of social media must follow the same ethical standards that Kabul Municipality employees must otherwise follow.

Kabul Municipality employees who are below the Managerial level, unless they are closely involved with the community, are not allowed to publish or comment via social media in any way during work hours or using work facilities, or in any way that suggests they are doing so in connection with Kabul Municipality.

The Kabul Mayor or the Kabul Municipality employees who are at the Deputy Level, DG level or District Manager level are free to publish or comment via social media in accordance with this policy.

Such employees are subject to this policy to the extent they identify themselves as a Kabul Municipality employee (other than as an incidental mention of place of employment in a personal social media on topics unrelated to Kabul Municipality).

3.2 Confidentiality. It's perfectly acceptable to talk about your work and have a dialog with the community, but it's not okay to publish confidential information. Confidential information includes unpublished details of financial information such as revenue and expenditures and any other information as may be determined by Kabul Municipality.

3.3 Privacy. Privacy settings on social media platforms should be set to allow anyone to see profile information similar to what would be on the Kabul Municipality website. Other privacy settings that might allow others to post information or see information that is personal should be set to limit access. Be mindful of posting information that you would not want the public to see.

3.4 Copyright laws. It is critical that you show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others; including Kabul Municipality own copyrights and brands. You should never quote more than short excerpts of



Islamic Republic Of Afghanistan Kabul Municipality



someone else's work, and always attribute such work to the original author/source. It is good general practice to link to others' work rather than reproduce it.

3.5 *Respect your audience, Kabul Municipality, and your coworkers.* The public in general, and Kabul Municipality's employees and customers, reflect a diverse set of customs, values and points of view. Don't say anything contradictory or in conflict with the Kabul Municipality website. Don't be afraid to be yourself, but do so respectfully. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory - such as politics and religion. Use your best judgment and be sure to make it clear that the views and opinions expressed are yours alone and do not represent the official views of Kabul Municipality.

3.6 *Protect Kabul Municipality clients, business partners and suppliers.* Client, partners or suppliers should not be cited or obviously referenced without their approval. Never identify a customer, partner or supplier by name without permission and never discuss confidential details of a customer engagement. It is acceptable to discuss general details about kinds of projects and to use non-identifying pseudonyms for a customer (e.g., Customer 123) so long as the information provided does not violate any non-disclosure agreements that may be in place with the customer or make it easy for someone to identify the customer. Your blog is not the place to "conduct business" with a customer.

3.7 *Controversial Issues.* If you see misrepresentations made about Kabul Municipality in the media, you may point that out. Always do so with respect and with the facts. If you speak about others, make sure what you say is factual and that it does not disparage that party. Avoid arguments. Brawls may earn traffic, but nobody wins in the end. Don't try to settle scores or goad competitors or others into inflammatory debates. Make sure what you are saying is factually correct.

3.8 *Be the first to respond to your own mistakes.* If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly - better to remove it immediately to lessen the possibility of a legal action.

Using your blog to trash or embarrass Kabul Municipality, our customers, or your co-workers, is dangerous and ill-advised.

3.9 *Disclaimers.* Many social media users include a prominent disclaimer saying who they work for, but that they're not speaking officially. This is good practice and is encouraged. The Publication Department can provide you with applicable disclaimer language and assist with determining where and how to use that.

3.10 *Don't forget your day job.* Make sure that blogging does not interfere with your job or commitments to Kabul residents.



Islamic Republic Of Afghanistan Kabul Municipality



3.11 Social Media Tips. The following tips are not mandatory, but will contribute to successful use of social media.

- The best way to be interesting, stay out of trouble, and have fun is to write about what you know. There is a good chance of being embarrassed by a real expert, or of being boring if you write about topics you are not knowledgeable about.
- Quality matters. If you're not design-oriented, ask someone who is whether your blog looks decent, and take their advice on how to improve it.
- The speed of being able to publish your thoughts is both a great feature and a great downfall of social media. The time to edit or reflect must be self-imposed. If in doubt over a post, or if something does not feel right, either let it sit and look at it again before publishing it, or ask someone else to look at it first.

4. Procedures:

Before engaging in work related social media, employees must obtain the permission of the Publication Department.

Assistance in setting up social media accounts and their settings can be obtained from Kabul Municipality's IT Department with close coordination of Publication Department. Social media identities, logon ID's and user names may not use Kabul Municipality's name without prior approval from the Publication Department. Your profile on social media sites must be consistent with your profile on the Kabul Municipality website or other Kabul Municipality publications. Profile information may be obtained from the Publication Department. Official Kabul Municipality photographs must be used for your profile photograph. Kabul Municipality photographs can be obtained from Publication Department.

5. Consequences of Violations

An employee who is found to have been in violation of this policy will be disciplined according to the *"Disciplinary Policy of Kabul Municipality."*

6. Policy Evaluation

This policy should be regularly evaluated to ensure it is enabling and effectively moving Kabul Municipality towards its sustainability goal.

7. Policy Enforcement

The contents of this policy are enforceable after His Excellency the Mayor's approval.